

You Actin' Kinda Shady

THE 2018/2019 LOOKBOOK

—
THE
SHADY SUN
—

PROFESSIONAL
GRADE

NATURALLY
DERIVED

PARABEN
FREE

CRUELTY
FREE



the shady guru

NATURAL TANNING RESULTS

Here at The Shady Sun, our goal is to provide natural sunless solutions that work on all skin types and tones. We wanted to create an experience, not just a tan. So we based our sunless tanning results off of the best tans we have acquired naturally over the years, what our clients asked for and what our Shady Salons had to have.

All of our Shady Tan Solutions are sold to professionals only and are designed to be used in any HVLP system. Our retail line is carried in some of the nation's top salons and intimate boutique settings. Each Shady item is vegan, paraben-free and cruelty-free. They have been specially crafted from naturally-derived ingredients to give you and your clients a natural look in just minutes.

As real as you can get when you're faking it.



Exploring the world

AMAZING TANS INSPIRED BY
PLACES TO PIN ON YOUR
BUCKET LIST.



Destination Explorer

COME TRAVEL TO SOME OF OUR FAVORITE SPOTS EVERY TIME YOU OPEN A BOTTLE.

Escape to some of our most cherished vacation spots on the globe. Our Shady Tans range as widely as these oases because we know your clients' needs are not the same. See why our flagship line can't be beat!

Have a client that wants to look like they've just stepped off the beach in August? Or maybe they want to look like they're outdoorsy year-round? Now you can help them find the perfect Shade, just for them!

So remember, don't ask your clients how dark they want to be...ask *them* where they want to go!





Standard Elixirs

Our main line of sunless tanning solutions is fully customizable for all your client types. Everyone's skin is different, we have different tones, different tanning preferences, and different tanning reasons — so we wanted to be able to give you an option for every situation.

ADIRONDACK ⁶ LUSTER

Our lightest solution with a dusting of bronzer to create even skin tones and great winter glows. Best on light to medium skin tones. 6% DHA

ASSATEAGUE ⁹ HONEY

Our best-seller gives wildly natural-looking color with warm, golden-honey hues. Great on all skin tones. 9% DHA

WRIGHTSVILLE ¹² AMBER

A deeper bronzing experience with coco-honey tones to let summer-you go on vacation anytime. Best on medium to darker skin tones or tanning capabilities. 12% DHA

ROSE HALL ¹⁴ RADIANCE

Our tropical solution with coco-brown bronzers to produce gorgeous bronzed skin and re-create a flawless island tan. Best on medium to darker skin tones or tanning capabilities. 14% DHA

PLAYA HERMOSA ¹⁶ BRILLIANCE

NEW FOR 2018! Our darkest solution with sun-drenched bronzers to create tans the equator would envy. Best on medium to darker skin tones or tanning capabilities. 16% DHA

"I have tested many brands & have finally found 'the one'! It is not loaded with heavy bronzers, which I love. Very natural looking & the longevity is great!" + HOUMA, LA +

Be Outdoorsey Indoors.



THE PERFECT
WINTER GLOW

adirondack luster

32 oz DL-AL-FS

\$35.00 USD



BEST SELLER

assateague honey

32 oz DL-AH-FS

\$35.00 USD



wrightsville amber

32 oz DL-WA-FS

\$35.00 USD



BEST SELLER

rose hall radiance

32 oz DL-RH-FS

\$35.00 USD



NEW FOR
2018!

playa hermosa brilliance

32 oz DL-PH-FS

\$35.00 USD

—
THE
SHADY SUN
—

LEARN MORE ABOUT OUR PRODUCTS
WWW.THESHADYSUN.COM



chapter the CREATING CUSTOM BLENDS perfect tan

N A V I G A T I O N

Standard solutions are amazing, that's how they were designed to be used, but sometimes our clients come with a particular Shade in mind and to achieve it we need to get creative. That's where blending comes in! Custom blending helps set you apart in your market and gives your clients individualized results.

Creating that perfect blend can be a challenge sometimes, so we mapped out here the best way to ensure great results. These blends produce color in-between the range offering half-step progression options.

O U R F A V O R I T E

hidden hideaways



c a p e m a y

Adirondack Luster + Assateague Honey

v i r g i n i a b e a c h



Assateague Honey + Wrightsville Amber



m i a m i

Wrightsville Amber + Rose Hall Radiance

c a r i b b e a n

Rose Hall Radiance + Playa Hermosa Brilliance



A photograph of two women at a beach. The woman on the left, with dark hair and glasses, is holding a bottle of 'Swiftly Shady' tanning lotion. The woman on the right, with blonde hair, is holding a bottle of 'Promptly Shady' tanning lotion. Both bottles are tan with black caps and labels. The background is a bright, sunny beach scene.

Get what
you want,
when you
want it

FLAWLESS, CUSTOMIZABLE
GLOWS IN AS LITTLE AS 1
HOUR.

RAPIDS

Formulated with plant-based ingredients, we wanted to provide you with the best tan, the fastest and in a way that made your skin happy. Infused with anti-aging properties, these solutions can boost circulation, reduce free radical damage in your skin, even out your complexion and tone, all while developing a tan post-shower!

Rapid solutions provide you with a way to have fewer solutions on-hand for all your clients or even a new way to increase profits while adding value to your client's busy lives.

Please note that it will still take time for the final color to develop. Most people see results within 8 hours AFTER their spray tan session. It can take 12 hours to fully develop into the final color.

Let's go to the beach!





***Give your clients
what they need
before they even
know they need it.
This is what
Rapids were made
for, giving value to
your service.***



It's as easy as 1-2-3-4!

Shady Rapid Solutions are our most advanced formulas with express tanning technology in each bottle.

Swiftly Shady

THE ORIGINAL EXPRESS ELIXIR

- 1 hour = Light Tan (similar to Adirondack Luster)
- 2 hours = Medium Tan (similar to Assateague Honey)
- 3 hours = Dark Tan (similar to Wrightsville Amber)
- 4 hours = Deep Tan (similar to Rose Hall Radiance)

Promptly Shady

COMING SOON FOR 2018!

- 1 hour = Medium Tan (similar to Assateague Honey)
- 2 hours = Dark Tan (similar to Wrightsville Amber)
- 3 hours = Deep Tan (similar to Rose Hall Radiance)
- 4 hours = Very Deep Tan (similar to Playa Hermosa Brilliance)

"If y'all haven't tried The Shady Sun....
You are missing out!!! Switched from
Norvell everything to Shady Sun
EVERYTHING. Not one. Single. Complaint
from me or my clients since switching."

+ **Nashville, TN** +

Express Options

TOP SELLER



swiftly shady

32 oz SS-FS

Anti-aging rapid tan
Shower time of 1-4 hours

\$50.00 USD

COMING SOON
FOR 2018



promptly shady

32 oz PS-FS

Anti-aging deep rapid tan
Shower time of 1-4 hours

\$50.00 USD

—
THE
SHADY SUN
—

LEARN MORE ABOUT OUR PRODUCTS
WWW.THESHADYSUN.COM

All our Beaches are Bronze and Bowjee

PROTECT YOUR INVESTMENT -
FROM START TO FINISH,
GREAT SKIN IS IN FOR
FLAWLESS TANS.





THE Become ~~the~~ Go-To Place

FROM PREPPING TO
AFTERCARE, WE HAVE
EVERYTHING YOU NEED
TO ENSURE THE BEST
TANNING RESULTS ON
YOUR BLOCK.

Having a great tan the next day is the easy part...well sometimes. Provide your clients have a perfect experience from start to finish with our retail collections.

Each Shady product enables your clients to have professional grade vegan tanning solutions at their beckon call. Whether they are coming to a salon for their Shady Tan or want the same great look at home, we will help you be your clients' one-stop-shop for all their sunless needs.

Our retail collection provides everything you and your clients need to stay Shady all year long!





Beach, Please!

Stop sending your clients to the drug store for products that don't save them money in the long run and don't help your bottom line. With a robust retail collection, we have everything you need to have your tans looking amazing and skin feeling great!

BLUFF

SHADY POLISH COLLECTION

The Shady Sun offers a full collection of plant-based body polishes. These unique scrubs are designed to remove maximum impurities without over-drying the skin; allowing for deeper tans that fade better. Available in 3 delicious options: Sweetened Coffee, Ocean Citrus, and Charcoal Coconut.

SHADY REMOVAL MITT

Our specially constructed reusable scrub mitten that effectively banishes any old sunless tan buildup while buffing away dead skin, making you ready to re-apply your next perfect Shady Tan.

BRONZE

SELF-TANNERS

We are proud to offer two wonderful instant bronzing self-tanners in both an aerosol and mousse form. They can be layered on for darker results- great for saving shelf space and creating custom looks at home.

Boost your tan and sales with our Shady Tanning Mitt too! This reusable personal bronzing blender protects palms and ensures streak-free results each time.



Step 1: Buff

GET THE PERFECT CANVAS.



shady polish

200 g

sweetened coffee	WS-SP-SC
ocean citrus	WS-SP-CS
charcoal coconut	WS-SP-CC

WHOLESALE \$13.00

MSRP \$20.00

shady removal mitt

WS-MT-EX

WHOLESALE \$6.50

MSRP \$12.00



BEST MARKET VALUE

—
THE
SHADY SUN
—

LEARN MORE ABOUT OUR PRODUCTS

WWW.THESHADYSUN.COM

— Step 2: Bronze —

ALWAYS NATURAL

NEVER ORANGE.

"LOVE this self-tanner! Beautiful natural color & natural ingredients, perfect combination. Very happy with the results & love looking Shady!"

* Rehoboth Beach, DE *



shady tan can

7 oz WS-ST-TC

WHOLESALE \$16.00

MSRP \$35.00



shady foam

4.2 oz WS-ST-FM

WHOLESALE \$16.00

MSRP \$35.00



shady tanning mitt

WS-MT-TN

WHOLESALE \$6.50

MSRP \$12.00

GREAT ADD-ON

—
THE
SHADY SUN
—

LEARN MORE ABOUT OUR PRODUCTS

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fabUplus
MAGAZINE



The secret is that there is no real secret to getting a tan to last a long time. The difference is maintenance.



BOOST

BODY WASH

Shady Rinse was developed to help your glow stick around and fight back where it needs to most- your shower. pH balanced for sunless tans and blended with DHA, it can be left on the skin daily before rinsing to give a light gradual tan without the mess or feeling of lotion. Available in a fresh Lemongrass scent.

LOTION

Shady Afterglow nourishes your skin while feeding your tan with each use. Infused with DHA, it can even be alone as a light gradual tanner to capture glows and sales in the cooler months. Available in a tropical Coconut scent.

SHADY MIST COLLECTION

These fun shimmering dry oils are the perfect skin accessory and are the ultimate way to capture your mood while nourishing your skin. Available in Opal, Rose Gold, and Bronze.

Step 3: Boost

PROTECT YOUR INVESTMENT.



BEST SELLER

shady rinse

8oz WS-AC-AG
body wash

WHOLESALE \$13.00

MSRP \$20.00



fabUplus
MAGAZINE

SKININC.
Business • Treatments • Science

GRADUAL
TANNER

shady afterglow

8oz WS-AC-AG
body lotion

WHOLESALE \$13.00

MSRP \$20.00



shady mist

4oz

opal WS-SM-OP
rose gold WS-SM-RG
bronze WS-SM-BZ

WHOLESALE \$11.00

MSRP \$22.00

fabUplus
MAGAZINE

THE
SHADY SUN

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Join the Shady Nation!

As a select PRO and retailer of our Shady collections, your success is our top priority. While we will certainly be looking to you to showcase your Shady side best, it's our promise to you to supply you with resources- to make the process easy, rewarding and profitable. Use this quick navigation guide when placing your order to help ensure your experience is as flawless as your tan.

online ordering

From the very beginning, we wanted to make ordering as simple as when you buy a little something for yourself. PRO pricing is password protected and you will need to establish a login & an account via registration form emailed. Once approved:

- + Shop our entire selection online 24/7 at theshadysun.com
- + Exclusive sale alerts & product releases
- + Place orders easily & consistently
- + Featured spot on retailer locator map
- + Promotional & sales support via website, social media & blogging channels

returns + damages

Damages must be reported within 3 business days of receiving the product. We do not accept unauthorized returns, returns are subject to possible 25% restocking fee.

testers

Because we do not hold you to a minimum, testers can be ordered as needed at the PRO pricing. We recommend testers for retail items, such as Shady Afterglow, to help sales.

msrp

Product is sold for retail only. To encourage a fair marketplace, we have adopted an MSRP pricing. We do not offer suggestions on service pricing where the professional solutions may be used. We reserve the right to decline orders from Shady PRO's that sell below MSRP.

fulfillment + shipping

Orders under \$500 will be fulfilled within 1-3 business days, those from \$500-\$5000 will take 3-10 business days, and orders over \$5,000 will take 10-14 days to fulfill. Shipping is handled via USPS priority mail, delivery is typically made within 1-3 business days once tracking is live. If freight shipping is needed, this can be arranged. Buyer is responsible for the cost of all shipping.

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SLING SOME *shade*

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SHADY SUN
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2018 / 19

KEEP IN TOUCH.

Salisbury, MD, USA
info@theshadysun.com
www.theshadysun.com

BECOME A SHADY PRO.

www.theshadysun.com/get-started

STAY SOCIAL.

f @theshadysun
@the_shady_sun
@tanningshady

#getshady

